

Information to Business Customer “LEGAL PERSON, BODY or ASSOCIATION” (Single entity or Holding Company and Affiliates) provided by Telecom Italia, pursuant to the Personal Data Protection Code (Legislative Decree 196/2003)

Dear Customer,

in pursuance to Legislative Decree 196/2003, so-called Personal Data Protection Code, Telecom Italia herewith provides you with the following Information regarding the processing of your data and, where you act as representative, that of your affiliate companies – in the name and on behalf of which you are acting - in relation to the services supplied to you.

1) Processing and retention of traffic data for billing/claim of payment and marketing purposes

Pursuant to Articles 123 and following of the Italian Personal Data Protection Code, telephone traffic data and/or electronic communications traffic data shall be processed by Telecom Italia for the provision of electronic communication services and related assistance, billing, management of possible complaints and disputes, prevention of fraud and management of late payment or payment default, judicial remedies and fulfillment of obligations under laws, regulations or European Community legislation, as well as provisions arising under statutory requirements by Authorities. The data shall be retained: **a)** for a period not exceeding six (6) months for billing and/or for claim of payment, subject to such additional retention as may be specifically necessary on account of a claim also lodged with judicial authorities; **b)** for the period specified in the possible contracts you signed for the purpose of the provision of value added services and for marketing electronic communications services. The processing of traffic data is necessary in order to achieve the above mentioned purposes; failing to provide these data or providing data incompletely or incorrectly may result in the impossibility for Telecom Italia to activate or deliver the services requested

2) Additional purposes for personal data processing with the Customer's prior consent (artt. 23, 123 and 130 of Personal Data Protection Code)

In case you have given your consent upon activation of the service requested or at a later stage, and until you withdraw your consent, your data, including traffic data and internet browsing data, and, where you act as representative, that of your affiliate companies may be processed by Telecom Italia by automated means of contact (such as sms, mms, fax, calling systems, email and web applications), for the purposes of sending advertising materials, direct marketing, carrying out of market researches and business communication, with regard to the offer of products and services of Telecom Italia.

Moreover, in case you have given your express consent, your individual and detailed data (including traffic data) and, where you act as representative, that of your affiliate companies may be processed by Telecom Italy to identify, also through electronic processing, your specific behaviours and consumption habits in order to improve services supplied, meet your needs and those of your affiliate companies and address the commercial proposals of interest. It remains still the possibility for Telecom Italia to process these data in aggregate form in compliance with the measures provided by Italian Data Protection Authority and under the specific exemption from the consent provided by the same Authority, for analysis and electronic processing (i.e. classification of customer base in homogeneous categories for levels of services, consumption, expenditure, etc..) in order to periodically monitor the development and the economic trend of activities of Telecom Italia, orient its industrial and business processes, improve services and pricing plans, design and perform the marketing communication campaigns.

3) Additional purposes for data processing with the Customer's consent for receiving third party advertising from Telecom Italia (art. 23 and 130 of Personal Data Protection Code)

In case you have given your additional and specific consent upon activation of the service requested or at a later stage, your data, including traffic data, and, where you act as representative, that of your affiliate companies may be processed by Telecom Italia to communicate and/or send by automatic means of contact (such as sms, mms, fax, calling systems, email and web applications), third party advertising material and commercial information.

The providing of data and consent to use them for purposes referred to in this point 3) and previously in point 2) is not compulsory, but it can help us to improve our products and services and communicate to you any updates of your interest. Anyway you may verify and withdraw your consent for such purposes at any time by contacting free-of-charge the phone numbers 191 or 800.191.101. Following your refusal or withdrawal of such consent, Telecom Italia shall process your data and, where you act as representative, that of your affiliate companies strictly for the purposes described previously in point 1).

4) Procedures and logic applied to data processing

Data processing shall be carried out manually (e.g. hard copies) and/or by electronic or automated means, on the basis of logic of organization and processing of your data, including traffic data, and that of your affiliate companies correlating to the purposes described above, and in any event, in a way such as to ensure the security and the confidentiality of the data and of the communications.

5) Data Controller, Data Processors and categories of Persons in charge of the processing in Telecom Italia

The Data Controller is Telecom Italia S.p.A., with registered offices in via Gaetano Negri, n. 1 - 20123 Milan.

The Data Processors are: Mr. Goffredo Sdrubolini, who is domiciled at Telecom Italia S.p.A., viale Parco De' Medici, n. 61 - 00148 Roma, and Mr. Paolo Chiozza, who is domiciled at Telecom Italia S.p.A., Viale Parco De' Medici, n. 9 - 00148 Roma. The updated list of Data Processors may be consulted by clicking on the “Privacy” link on the www.telecomitalia.com website.

Your data and, where you act as representative, that of your affiliate companies shall be processed by employees of the following departments: Customer Care, Sales, Marketing, Billing, Network and Information Technology as well as telephone operators (also employees) for services aimed at providing assistance, information, advertising, promotional and sales activities. These employees and operators, who work under the direct supervision of the relevant “Data Processor”, have been appointed “Persons in charge of the processing” and have received adequate operating instructions in this respect.

6) Categories of third parties to which personal data may be communicated as Data Controllers or who may acquire such data as Data Processors or Persons in charge of the processing.

Your data and, where you act as representative, that of your affiliate companies may be processed not only by Telecom Italia employees, but also by third parties, including Telecom Italia Group companies based in Italy and/or abroad, to which Telecom Italia has assigned certain activities (or parts thereof) for the purposes referred to in point 1) and, in the event that you have given the consent, for additional purposes referred to in points 2) and 3). In such cases, these third parties either operate as independent Data Controllers or will be appointed as Data Processors or as Persons in charge of the processing and they mainly include the following categories: **a)** entities to which Telecom Italia has assigned the construction, maintenance/assistance of electronic communications systems and telecommunication lines and/or the delivery, installation and maintenance/assistance of products, devices and equipments; **b)** entities (i.e. call centers) to which Telecom Italia assigns the activities of assistance, advertising, promotional and sales services to customers; **c)** companies which process traffic data for billing purposes; **d)** companies in charge of printing and forwarding invoices and/or other documentation to customers; **e)** other electronic communications operators providing non geographical numbers, on behalf of which Telecom Italia carries out billing services and, in some cases, the related debt collection activities; **f)** consultancy firms; **g)** sales agents, brokers and dealers; **h)** companies which carry out market researches and surveys; **i)** Authorities (i.e. AGCOM, Garante privacy) and any other public entity authorized to request data.

7) Customer's rights pursuant to the Personal Data Protection Code

You may exercise the rights provided for in specific provisions of the Personal Data Protection Code for electronic communication services (Part II, Title X, Chapter I) with particular reference to: (i) traffic data (i.e. request of itemized billing); (ii) data to be published in directories of subscribers (data publishing, updating and withdrawal); (iii) the objection to the processing of your data and, where you act as representative, that of your affiliate companies for the purpose referred to previously in points 2) and 3)) by contacting the relevant Data Processor indicated previously in point 5), or by writing to the Customer Care as shown in the telephone bill, or by contacting free-of-charge the phone numbers 191 or 800.191.101.

Telecom Italia S.p.A.